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Amendments to the Claims

Claims 1-20 (Canceled)

B1 C1
Claim 21 (Currently amended) A method of retrieving information comprising the steps of:
receiving content comprising a video image;
receiving a keyword ~~embedded in~~ associated with the video image;
searching a network for information relating to the keyword;
and
receiving the information relating to the keyword.

Claim 22 (Previously presented): A method of claim 21 further comprising the steps of:
displaying the video image; and
displaying the keyword.

Claim 23 (Previously presented): A method of claim 21 further comprising the step of displaying the information relating to the keyword.

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Claim 24 (Currently amended): A method of claim 21 further comprising the step of displaying the keyword ~~embedded in~~ associated with the video image in response to a selection of the video image.

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Claim 25 (Previously presented): A method of claim 21 wherein the received information relating to the keyword is based upon a user profile.

Claim 26 (Previously presented): A method of claim 21 further comprising receiving a code included with the keyword; wherein the code assists in the searching of the network for information relating to the keyword.

Claim 27 (Previously presented): A method of claim 21 wherein the video image and the keyword are received over a broadcast medium.

Claim 28 (Previously presented): A method of claim 21 further comprising the step of displaying the video image.

Claim 29 (Previously presented): A method of claim 28 further comprising the step of selecting the video image.

Claim 30 (Previously presented): A method of claim 29 further comprising the step displaying the keyword in response to the selecting of the video image.

Claim 31 (Previously presented): A method comprising the steps of:
displaying a video image;
selecting at least a portion of the video image; and
displaying a keyword associated with the portion of the video image in response to the selecting of the portion of the video image.

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Claim 32 (Previously presented): A method of claim 31 further comprising the step of sending the keyword over a network.

Claim 33 (Previously presented): A method of claim 32 further comprising the step of receiving over the network information relating to the keyword.

Claim 34 (Previously presented): A method of claim 33 further comprising the step of searching a network for information relating to the keyword.

Claim 35 (Previously presented): A method of claim 31 wherein the keyword is embedded in the video image.

Claim 36 (Previously presented): A method of claim 31 further comprising the steps of:

- sending the keyword over a network; and
- receiving over the network information relating to the keyword;

- wherein the information relating to the keyword is based upon a user profile.

Claim 37 (Previously presented): A method comprising the steps of:

- displaying a video image;
- selecting at least a portion of the video image; and

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sending over a network a keyword associated with the portion of the video image in response to the selecting of the portion of the video image.

Claim 38 (Previously presented): A method of claim 37 wherein the keyword includes a code.

Claim 39 (Previously presented): A method of claim 37 further comprising the step of displaying the keyword associated with the portion of the video image in response to the selecting of the portion of the video image.

Claim 40 (Previously presented): A method of claim 39 wherein the keyword is embedded in the video image.

Claim 41 (Previously presented): A method of claim 37 further comprising the step of receiving over the network information relating to the keyword.

Claim 42 (Previously presented): A method of claim 41 wherein the information relating to the keyword is based upon a user profile.

Claim 43 (Previously presented): A method of claim 37 wherein the keyword is embedded in the video image.

Claim 44 (Previously presented): A method of claim 37 further comprising the step of searching a network for information relating to the keyword.

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Claim 45 (Previously presented): A method of retrieving information comprising the steps of:
receiving content comprising a video image;
receiving a keyword associated with the video image;
receiving a code relating to the keyword; and
receiving information relating to the keyword and the code.

Claim 46 (Previously presented): A method of claim 45 further comprising the step of searching a network for information relating to the keyword and the code.

Claim 47 (Previously presented): A method of claim 45 wherein the code comprises a numerical tag.